



KDNL  
1215 Cole St  
St Louis, MO 63106

Waterfront Strategies  
3050 K St NW #100  
Washington, DC 20007

## Contract # 1381753

### Schedule Dates

09/28/12-10/03/12

### Advertiser

Women Vote (74334)

### Agency

Waterfront Strategies (7591)

### Product

POLITICAL ISSUE (ns) (1187)

### Brand

1883 / WOMEN VOTE (476270)

### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

Levy, Shira

### Phone/Fax

/

### CPE

144/150/1883

### Account Types

National/Political Issue Agency BRD

### Billing Type

Standard

### Comments

WOMEN VOTE  
WOMEN VOTE  
REP- FRAN BROWN

Date Entered 09/26/12

Last Modified 09/27/12

Entered By Rita Schmidgall

CO-OP No

Headline # ECR09829851

Demo A35+

Order Type Normal

Package Deal

Commission % 15.00

Commission \$1,215.00

Net Total \$6,885.00

Sales Tax

### St Louis (KDNL)

By Broadcast Month

Sep. 2012 11

Oct. 2012 17

Grand Total: 28

Rate

\$2,580.00

\$5,700.00

\$8,100.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/28/12-09/28/12	3	:30	6A- 7A (CST)	1					1			1	\$45.00	\$45.00	St Louis (KDNL)	ABC WORLD NEWS THIS MORNING & STL	9/26/12
2.0	Normal Line / SPOT (2)	09/28/12-09/28/12	3	:30	7A- ABC-Good Morning America	1					1			1	\$75.00	\$75.00	St Louis (KDNL)	GOOD MORNING AMERICA	9/26/12
3.0	Normal Line / SPOT (3)	09/29/12-09/29/12	2	:30	7A- ABC-Good Morning America Saturday	1						X		1	\$35.00	\$35.00	St Louis (KDNL)	GOOD MORNING AMERICA- SATURDAY EDI	9/26/12
4.0	Normal Line / SPOT (4)	09/30/12-09/30/12	2	:30	9:58A- ABC-The View America Sunday	1							X	1	\$35.00	\$35.00	St Louis (KDNL)	GOOD MORNING AMERICA SUNDAY	9/26/12
5.0	Normal Line / SPOT (5)	09/28/12-09/28/12	2	:30	9:58A- ABC-The View	1					1			1	\$350.00	\$350.00	St Louis (KDNL)	THE VIEW	9/26/12
6.0	Normal Line / SPOT (6)	09/30/12-09/30/12	2	:30	10A- ABC-This Week	1						X		1	\$350.00	\$350.00	St Louis (KDNL)	THIS WEEK	9/26/12
7.0	Normal Line / Prime Premium (7)	10/01/12-10/01/12	3	:30	6:58P- ABC-Dancing With The Stars (Monday) at 10pm	1	1							1	\$2,200.00	\$2,200.00	St Louis (KDNL)	DANCING	9/26/12
8.0	Normal Line / SPOT (11)	09/28/12-09/28/12	3	:30	10:01P- News-ABC 30 News	1					1			1	\$175.00	\$175.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	9/26/12
9.0	Normal Line / SPOT (12)	09/28/12-09/28/12	3	:30	10:35P- ABC-Nightline	1					1			1	\$125.00	\$125.00	St Louis (KDNL)	NIGHTLINE	9/26/12
10.0	Normal Line / SPOT (13)	09/28/12-09/28/12	3	:30	11:02P- ABC-Jimmy Kimmel	1					1			1	\$65.00	\$65.00	St Louis (KDNL)	JIMMY KIMMEL	9/26/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Accepted-Station:

Date:

Date:

Comments:



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WOMEN VOTE  
REP- FRAN BROWN

09/26/12

Date Entered

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Last Modified

Rita Schmidgall

Entered By

No

CO-OP

ECR09829851

Headline #

A35+

Demo

Normal

Order Type

15.00

Package Deal

\$1,215.00

Commission

\$6,885.00

Net Total

Sales Tax

## St Louis (KDNL)

### By Broadcast Month

Sep. 2012 \$2,580.00

Oct. 2012 \$5,520.00

Grand Total: \$8,100.00

### Spots

11

17

28

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11.0	Normal Line / SPOT (1)	10/01/12-10/03/12	3	:30	6A- 7A (CST)	2	X	X	X					2	\$45.00	\$90.00	St Louis (KDNL)	A/C WORLD NEWS THIS MORNING & STL	9/26/12
12.0	Normal Line / SPOT (2)	10/01/12-10/03/12	3	:30	7A- ABC-Good Morning America	1	1	1	1					3	\$75.00	\$225.00	St Louis (KDNL)	GOOD MORNING AMERICA	9/26/12
13.0	Normal Line / SPOT (5)	10/01/12-10/03/12	2	:30	9:58A- ABC-The View	1	X	X	X					1	\$350.00	\$350.00	St Louis (KDNL)	THE VIEW	9/26/12
14.0	Revised Line / SPOT* (11)	10/01/12-10/03/12	3	:30	10:01P- News-ABC 30 News at 10pm	2	X	X	X								St Louis (KDNL)	STL NOW ON KDNL@ 10P	9/26/12
14.1	Normal Line / SPOT (11)	10/01/12-10/03/12	3	:30	10:01P- News-ABC 30 News at 10pm	1	1	1	1					3	\$175.00	\$525.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	9/27/12
15.0	Normal Line / SPOT (12)	10/01/12-10/03/12	3	:30	10:35P- ABC-Nightline	2	X	X	X					2	\$125.00	\$250.00	St Louis (KDNL)	NIGHTLINE	9/26/12
16.0	Normal Line / SPOT (13)	10/01/12-10/03/12	3	:30	11:02P- ABC-Jimmy Kimmel	2	X	X	X					2	\$65.00	\$130.00	St Louis (KDNL)	JIMMY KIMMEL	9/26/12
17.0	Normal Line / Prime (10)	09/30/12-09/30/12	3	:30	9P- ABC-666 Park Avenue (Sunday)								1	1	\$1,200.00	\$1,200.00	St Louis (KDNL)		9/26/12
18.0	Normal Line / Prime (7)	10/02/12-10/02/12	3	:30	6:58P- ABC-Dancing With The Stars 2 (Tuesday)		1							1	\$1,500.00	\$1,500.00	St Louis (KDNL)	DANCING	9/26/12
19.0	Normal Line / SPOT (14)	09/28/12-09/28/12	3	:30	5P- News-ABC 30 News at 5pm						1			1	\$125.00	\$125.00	St Louis (KDNL)	STL NOW ON KDNL@ 5P	9/27/12

## CONFIRMATION CONTRACT

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20.0	Normal Line / SPOT (15)	10/01/12-10/02/12	3	:30	5P- News-ABC 30 News at 5pm	1	1							2	\$125.00	\$250.00	St Louis (KDNL)	STL NOW ON KDNL@ SP	9/27/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9829851  
EC'd Yes

Ver# 1 Status New

Traffic Order#

Printed: 09/26/2012 12:48 PM  
Last Received: 09/26/2012 12:09 PM  
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL ISSUE GROU  
Product WOMEN VOTE  
Estimate# 1883  
Buyer Shira Levy  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, #100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 144/150/1883  
Flight Dates 09/27/2012 - 10/03/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BROWN  
Salesperson Phone# 215-563-5400  
Salesperson FAX# 215-563-2974

--- CONTRACT COMMENT ---

WOMEN VOTE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/27-10/03	6A-7A	ABC WORLD NEWS THIS MORNING & STL	3 :30	\$45.00	TH-F,M-W	3	1	3	\$135.00
2	09/27-10/03	7A-9A	GOOD MORNING AMERICA	2 :30	\$75.00	TH-F,M-W	4	1	4	\$300.00
3	09/29-09/29	7A-8A	GOOD MORNING AMERICA- SATURDAY EDI	2 :30	\$35.00	SA	1	1	1	\$35.00
4	09/30-09/30	7A-8A	GOOD MORNING AMERICA SUNDAY	2 :30	\$35.00	SU	1	1	1	\$35.00
5	09/27-10/03	10A-11A	THE VIEW	2 :30	\$350.00	TH-F,M-W	2	1	2	\$700.00
6	09/30-09/30	10A-11A	THIS WEEK	2 :30	\$350.00	SU	1	1	1	\$350.00
7	10/01-10/01	7P-9P	THE BACHELORETTE Dancing OK 3	:30	\$2,200.00	M	1	1	1	\$2,200.00
8	10/02-10/02	8P-9P	TRUST US WITH YOUR LIFE w/ Dancing	:30	\$1,500.00	TU	1	1	1	\$1,500.00
9	09/28-09/28	7P-8P	SHARK TANK NA	:30	\$550.00	F	1	1	1	\$550.00
10	09/30-09/30	8P-10P	EXTREME MAKEOVER- HEIGHT LOSS EDITION	:30	\$1,200.00	SU	1	1	1	\$1,200.00
11	09/27-10/03	10P-1035P	STL NOW ON KDNL 10P	:30	\$175.00	TH-F,M-W	3	1	3	\$525.00
12	09/27-10/03	1035P-1105P	NIGHTLINE	:30	\$125.00	TH-F,M-W	3	1	3	\$375.00

Station KDNL-TV ST. LOUIS MO    Agency ( ) WATERFRONT STRATEGIES    Rep Firm ( ) WASHINGTON  
 Advertiser ( ) POLITICAL ISSUE GROU    3050 K ST NW, #100    Sales Office ( )  
 Product WOMEN VOTE    WASHINGTON, DC 20007    Salesperson ( ) FRAN BROWN  
 Estimate# 1883    Agency C/P1/P2/E 144/150/1883    Salesperson Phone# 215-563-5400  
 Buyer Shira Levy    Flight Dates 09/27/2012 - 10/03/2012    Salesperson FAX# 215-563-2974  
 Phone#    Hiatus Weeks  
 Fax#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
13	09/27-10/03	1105P-1205A	JIMMY KIMMEL	:30	\$65.00	TH-F,M-W	3	1	3	\$195.00

**---REPORT TOTALS---**  
 Report Totals: 25 / \$8,100.00

**---SALES MONTHLY TOTALS---**  
 Sep 12: 12 / \$3,080.00    Oct 12: 13 / \$5,020.00  
 Sales Totals: 25 / \$8,100.00  
 Station Totals: 25 / \$8,100.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

**---COMPETITIVE---**

Market Totals	\$209,302	CABL 0%	KDNL 3%	KMOV 33%	KPLR 4%	KSDK 46%
		KTVI 12%	UNKN 0%	WRBU 0%		

**---COMPETITIVE COMMENTS---**  
 WENT BACK TO BYR ABOUT ADDING 5P NEWS

Books MAY12  
 Demos RA35+

Democrat

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b> 9/26/12
------------------------------	-------------------------

I, Mike Furman  
do hereby request station time concerning the following issue:

Women Vote

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As ordered					

**Total Charges:**

This broadcast time will be used by: Women Vote

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Women Vote!  
1120 Connecticut Ave  
11th Floor Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Stephanie Schriock

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

9/26/12      *[Signature]*      202-338-8760  
Date      Signature      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted      ☐ Accepted in Part      ☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**